MKT 510 - Principles of Marketing
Credits: 4
Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of goods and services to maintain relationships that satisfy organizational and individual needs and wants. The course introduces students to terminology, functions, institutions, philosophy, consumer behavior, market decision-making and public policy issues. The course will provide students with the basic framework to understand the role and scope of marketing in the business environment.

Attributes: Writing Intensive Course
Equivalent(s): MGMT 514G, MKTG 514G
Grade Mode: Letter Grading

MKT 517 - Consumer Behavior
Credits: 4
This course focuses on consumer behavior in a variety of contexts. Understanding the decision process, attitude, and behavior of buyers is essential to developing marketing plans in today's competitive marketplace; sophisticated customer relationship management approaches are dependent upon knowing the customer. Students consider the major theoretical approaches to consumer behavior and examine how the concepts of affect and cognition, behavior, learning, and the environment can be used to design and maintain an effective marketing strategy. The course also offers students an opportunity to gain a better understanding of their own buying behavior. NOTE: PSY 410 and SOCI 410 are recommended.

Prerequisite(s): MKT 510 with a minimum grade of D- or MKTG 514G with a minimum grade of D-
Equivalent(s): MKTG 617G
Grade Mode: Letter Grading

MKT 523 - Introduction to Professional Sales
Credits: 4
This course presents students with current knowledge, data, and skills that are applicable in today’s competitive business environments. The course provides students with an in-depth awareness of the sales discovery and presentation process within the professional selling environment. Students may demonstrate their persuasive skills in the context of a hypothetical job interview.

Equivalent(s): MKTG 523G
Grade Mode: Letter Grading

MKT 525 - Presentation Excellence in Sales
Credits: 4
This hands-on, highly interactive course prepares students to effectively develop, organize, present, support, and close a powerful program and presentation with confidence and conviction. The focus draws upon listening skill sets, oratory, personal communication social styles, and persuasive/informative techniques that result in the presenter engaging the audience. The course helps students to build competence and confidence through feedback and practice. The course prepares students to deliver persuasive and informative presentations that promote a specific outcome.

Equivalent(s): MKTG 525G
Grade Mode: Letter Grading
MKT 618 - Sales Management  
Credits: 4  
This course focuses on the strategic and tactical aspects of selling and sales force management. The course develops an analytical understanding of the concepts, tools, and techniques of sales management, using real-world marketing problems. Students will apply the principles of personal selling, relationship building, salesforce prospecting, and sales call planning in a simulated sales management environment. Issues concerning international sales, social responsibility, and ethical considerations as they relate to sales management may be addressed.  
Prerequisite(s): (MGMT 410 with a minimum grade of D- or MGMT 500G with a minimum grade of D-) and (MKT 510 with a minimum grade of D- or MKTG 514G with a minimum grade of D-).  
Equivalent(s): MGMT 618G, MKTG 618G  
Grade Mode: Letter Grading

MKT 645 - Marketing Research  
Credits: 4  
In this course, students explore the theories and techniques of planning, conducting, analyzing, and presenting market studies. Students may discuss ethical dimensions, emerging trends, and new skills associated with marketing research and how secondary data fit into the research process. Students may examine different methodologies with emphasis on primary research, including questionnaire design. The course addresses the growing role that technology plays in predicting marketing trends, addressing marketing problems, and the development of new products and services.  
Prerequisite(s): MKT 510 with a minimum grade of D- or MKTG 514G with a minimum grade of D-.  
Equivalent(s): MKTG 515G  
Grade Mode: Letter Grading

MKT 705 - Marketing for Nonprofits  
Credits: 4  
The course explores the use of traditional and nontraditional channels to promote nonprofits to an array of actual and potential audiences for a variety of purposes. Most nonprofit organizations must be visible to the public in order to fulfill their missions. Thus, nonprofit leaders must know how to promote their organizations to current and potential supporters, the broader public, and the mass media. Topics may include program and organizational branding, targeting respective audiences, preparing materials for greatest effect, and applying social media as appropriate.  
Equivalent(s): MKTG 605G  
Grade Mode: Letter Grading

MKT 720 - Digital Advertising  
Credits: 4  
Digital technologies have become an integral component of daily life for many organizations and consumers. This class will provide the student with the theoretical understanding of the internet marketplace necessary to adapt to its many changes, while also equipping the student with the skills needed to perform vital daily functions. The course may cover a wide spectrum of topics, including (but not limited to) marketing strategic approaches on the internet, analytics, online reputation management (ORM), digital positioning and branding, email marketing, paid search marketing, and integrated communications on digital media.  
Prerequisite(s): (MKT 510 with a minimum grade of D- or MKTG 514G with a minimum grade of D-) and (MKT 517 with a minimum grade of D- or MKTG 617G with a minimum grade of D-).  
Equivalent(s): MKTG 620G  
Grade Mode: Letter Grading

MKT 723 - Marketing Design and Usability  
Credits: 4  
In the field of marketing, creating intuitive market interfaces (website, mobile applications, and e-commerce) is imperative for consumer engagement and retention. This course will explore web design, user interface (UI), user experience (UX), and experiential design principles within the context of digital marketing. Successful design leads to data-driven results. Students may have the opportunity to analyze universal web standards, design fundamentals, interface, usability, and design issues to enhance search engine optimization (SEO) and search engine marketing (SEM).  
Prerequisite(s): MKT 510 with a minimum grade of D- or MKTG 514G with a minimum grade of D-.  
Equivalent(s): MKTG 623G  
Grade Mode: Letter Grading